

FIG. 1

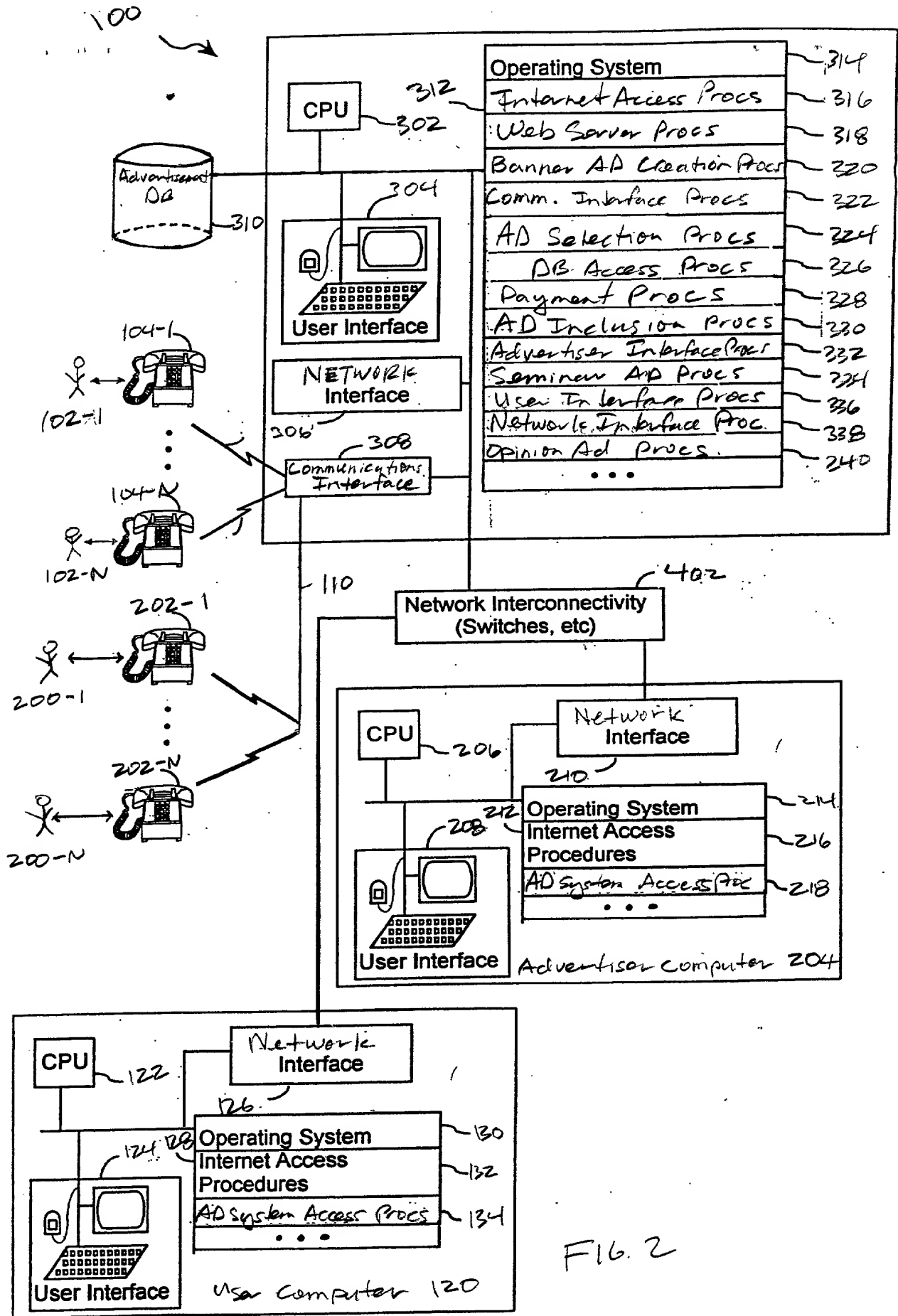






FIG. 2

Figure 3: Customer Interface Screen

Choose the seminar you would like to join:

Title	Description	Reward	Format	Extras	Joining
Looking to buy a vacation home? Discuss the possibilities here!	Vacation spots in South Florida and the Caribbean will be discussed. Click here to learn more.	25 cents per minute, plus \$2 for revealing your credit history	One on one	Items can be bought by pressing #9	 Click here to Join Seminar
World History Encyclopedia Set	Give your child a head start with this wonderful learning tool. Click here to learn more.	10 cents per minute	One to many (unlimited)	Items can be bought by pressing #9	 Click here to Join Seminar
Auto Stereo Systems	Hear about the latest in car audio systems - Sony, Alpine, Bose, Toshiba. Click here to learn more.	20 cents per minute	One to many (limited to 12 people)	None	 Click here to Join Seminar
Exercise System by BodyBlade	Learn about the new impact-free body-building system from BodyBlade. Click here to learn more.	15 cents per minute, plus \$3 for revealing current owned equipment	One on one	Items can be bought by pressing #9	 Click here to Join Seminar
Your Shampoo Preferences	Discuss your preferences regarding sport shampoos and conditioners. Click here to learn more.	15 cents per minute, plus \$2 for revealing current shampoo brand	One on one	None	Seminar not in progress

[Click here to see more Seminars.](#) Or, search for a Seminar according to a keyword: [Go!](#)

SSO
4

Figure 4: Advertiser Interface Screen

Create a Seminar

Create a Seminar Title:

Looking to buy a vacation home? Discuss the possibilities here!

Create a Seminar Description:

Vacation spots in South Florida and the Caribbean will be discussed. My name is Cindy Johnson and I am a marketer for Vacation Homes, Inc. My specialty is helping customers find the time-share arrangement that best suits their needs.

Specify the Reward you are willing to offer:

25 cents per minute

(Optional) Plus \$2.00 for revealing your credit history

This reward will be deducted from your credit card.

Add your credit card number here: Visa 4444-4444-4444-4444

Format:

☒ One on one

☐ One to many, with a limit of participants

Extras:


☒ Enable customers to purchase items when they press #9

☐ None

CREATE SEMINAR

Figure 5: Targeted Banner Advertisement for Interactive Seminar

600
5

Hear Music Like You've Never Heard it Before 

Discuss our Auto Stereo Systems and earn 40 cents per minute!



[Click here to
Join Seminar](#)

602

Figure 6: Customer Registration Screen for Participating in Paid Interactive Seminars

650
↓

Register here to Participate in Paid Seminars

Name: Roger Wilkins

Address: 123 Cherry Lane
Concord, New Hampshire 03104

(This is where we will send you a check for the rewards you earn)

Telephone Number: 603-555-5555

(This is where we will call you when you click "Call Now" to join a Seminar)

Credit-Card Number: Visa 4444-4444-4444-4444

(We will draw funds from this credit card if you ever press #9 on your telephone keypad to purchase an item. If have accrued enough rewards in your account, we will not draw funds from this credit card.)

SUBMIT REGISTRATION

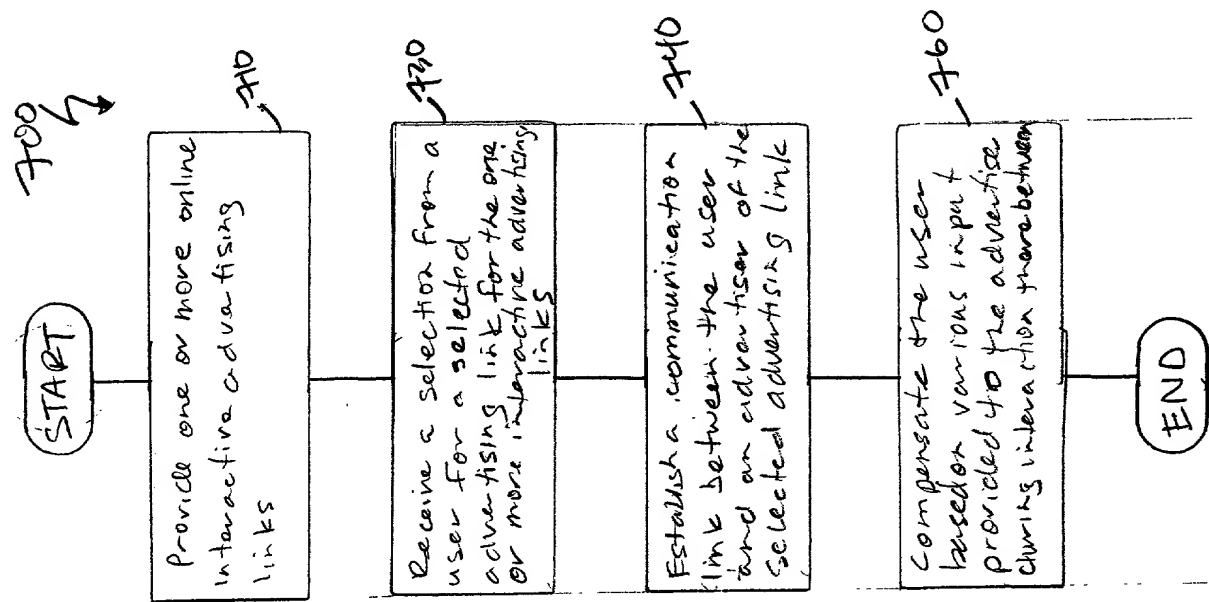


FIG. 7

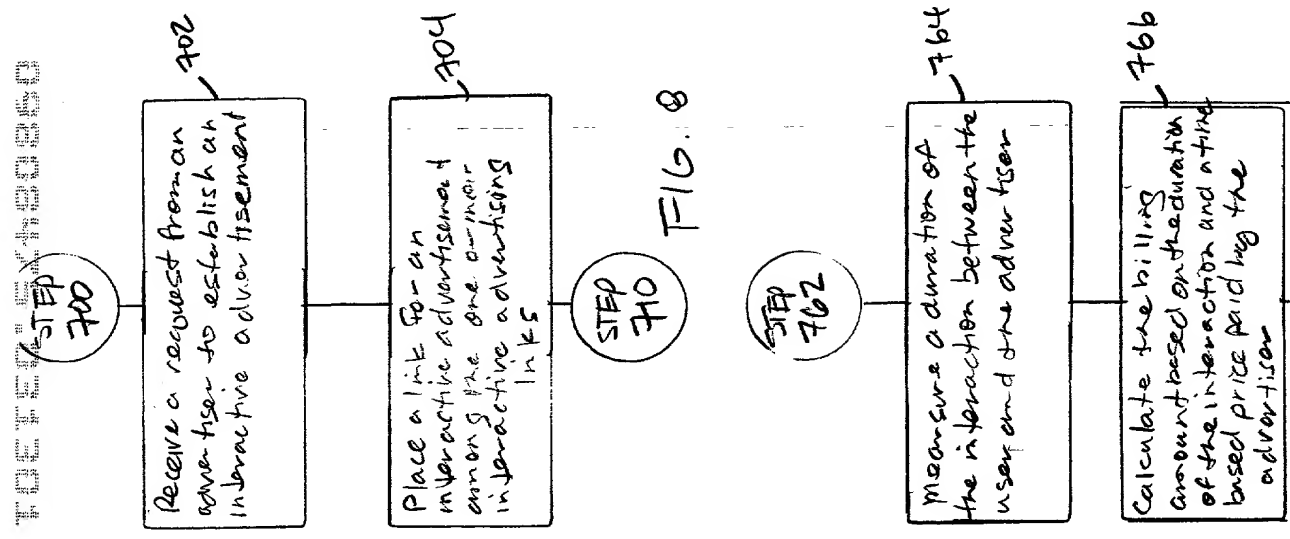


FIG. 8

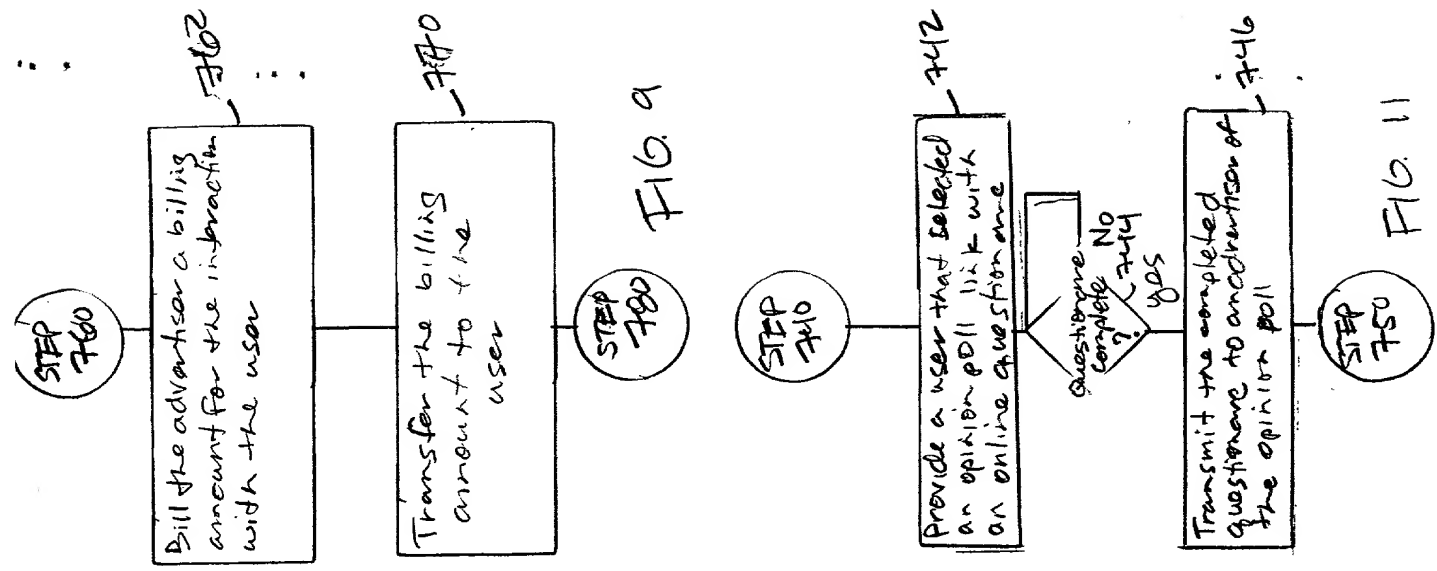


FIG. 9

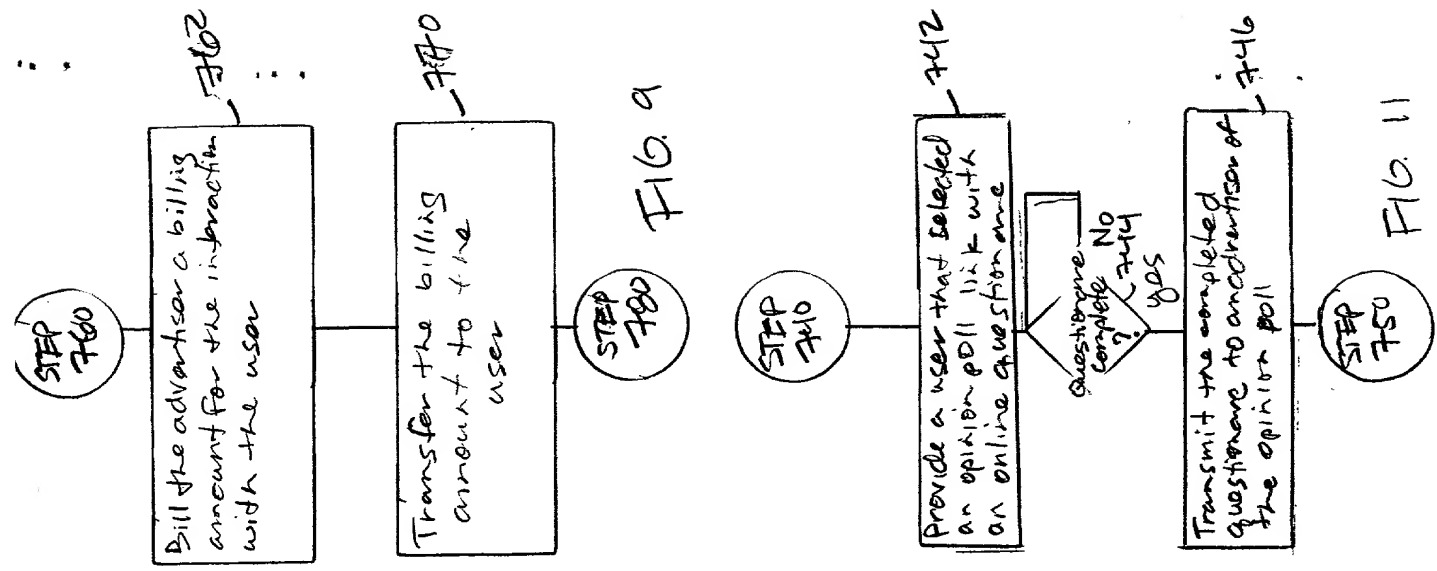


FIG. 10

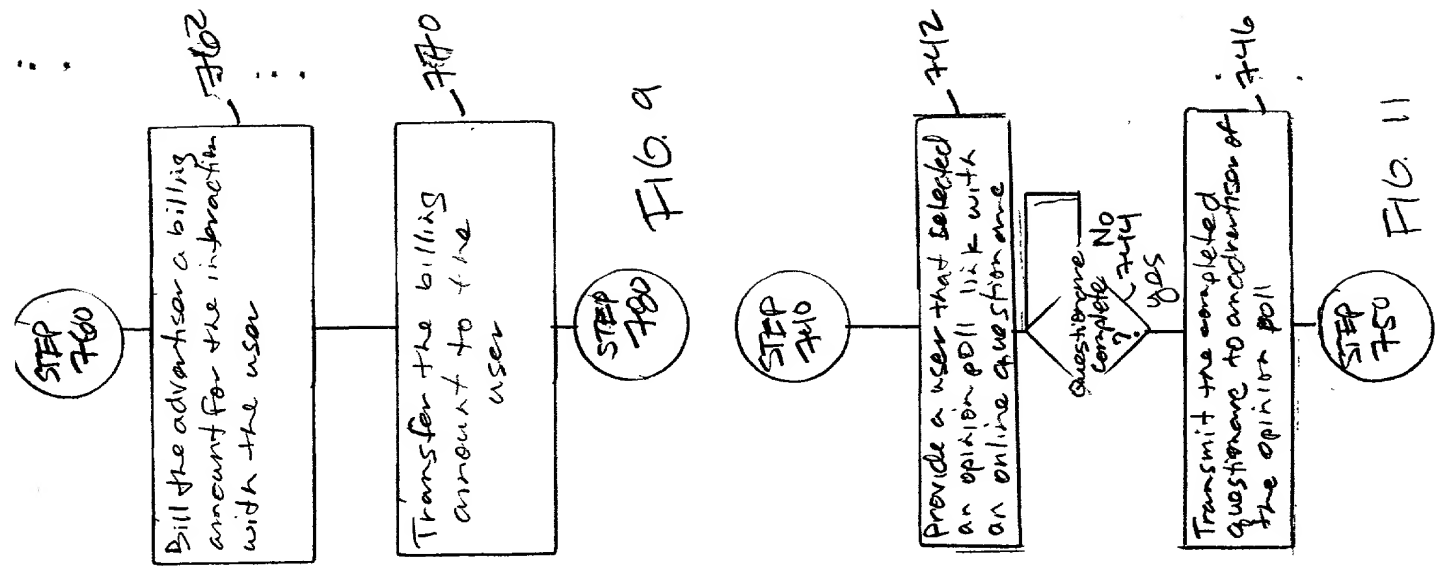


FIG. 11

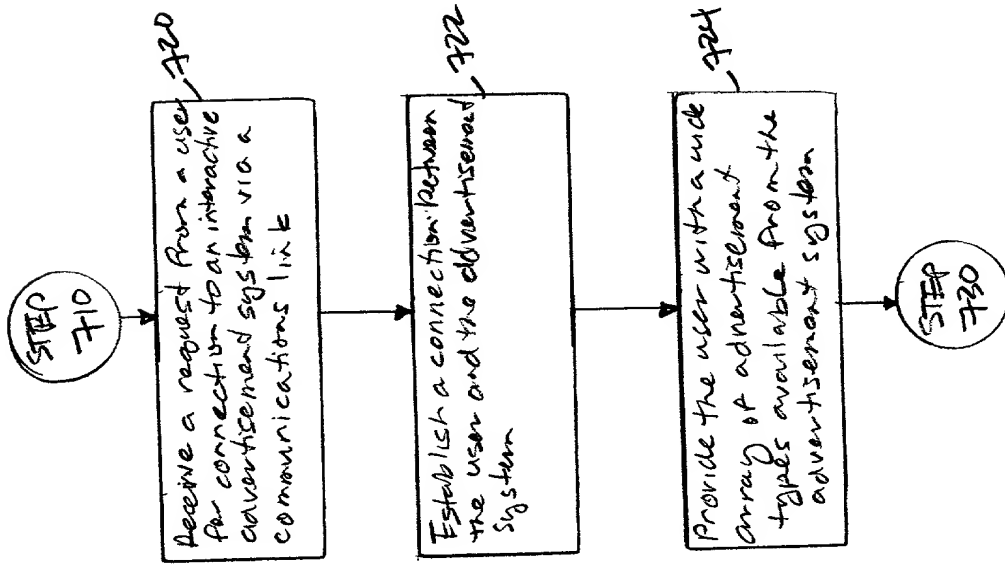


FIG. 12

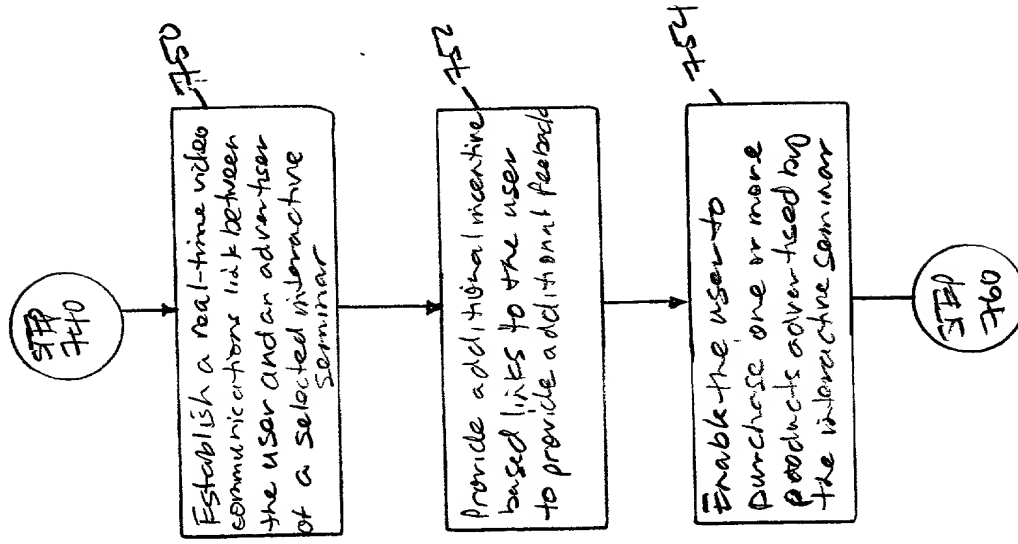


FIG. 13

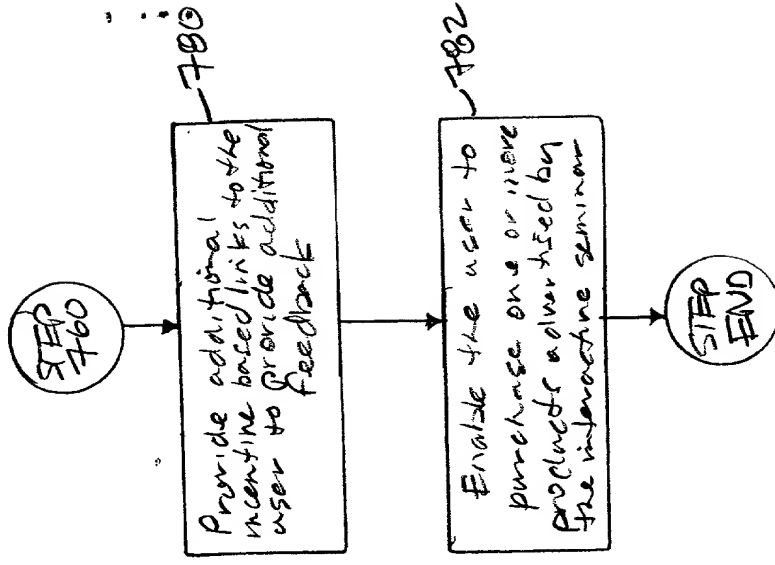


FIG. 14